

ORDER



Orders
Order / Rev: 723952
Alt Order #: 06388152
Product Desc: PRIORITIES USA ACTN
Estimate: 1789
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mundy Katowitz Media/ POL
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	31	\$57,450.00	\$48,832.50
10/29/12	10/29/12	6	\$8,550.00	\$7,267.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	31	\$57,450.00	\$48,832.50	0.00
November 2012	6	\$8,550.00	\$7,267.50	0.00
Totals	37	\$66,000.00	\$56,100.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/26/12	10/26/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	----F--	1:00	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
CBS SOAPS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$5,000.00		0.00			
E 2	WUSA	10/26/12	10/26/12	Late Late Show Late Late Show	CM	1237-137AM	----F--	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$900.00		0.00			
E 3	WUSA	10/26/12	10/26/12	430-5a 9 News Now 9News Now @ 430a	CM	M-F 430-5a	----F--	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
9NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$600.00		0.00			
E 4	WUSA	10/26/12	10/26/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	----F--	1:00	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
9NEWS NOW@5AM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,600.00		0.00			
E 5	WUSA	10/26/12	10/26/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
9NEWS NOW@5PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 723952
 Alt Order #: 06388152
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACTN
 Estimate: 1789
WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WUSA	10/26/12	10/26/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
9NEWS NOW@5PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$2,000.00		0.00						
E 6	WUSA	10/26/12	10/26/12	9 News @ 6p 9 News @ 6p	CM	6-630p	----F--	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
9NEWS NOW@6PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$4,000.00		0.00						
E 7	WUSA	10/26/12	10/26/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
CBS EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$800.00		0.00						
E 8	WUSA	10/29/12	10/29/12	Late Late Show Late Late Show	CM	1237-137AM	M-----	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$900.00		0.00						
E 9	WUSA	10/29/12	10/29/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-----	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
9NEWS NOW@12PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$4,000.00		0.00						
E 10	WUSA	10/29/12	10/29/12	9 News Now Repeat 9 News Now REPEAT	CM	M-Sa 137-207x	M-----	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
9NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$250.00		0.00						
E 11	WUSA	10/29/12	10/29/12	430-5a 9 News Now 9News Now @ 430a	CM	M-F 430-5a	M-----	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
9NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$600.00		0.00						
E 12	WUSA	10/29/12	10/29/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
9NEWS NOW@5PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,000.00		0.00						
E 13	WUSA	10/29/12	10/29/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
CBS EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$800.00		0.00						
E 14	WUSA	10/27/12	10/27/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A	-----S-	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$1,500.00		0.00						
E 15	WUSA	10/27/12	10/27/12	LF 1235-135a CSI-Miami	CM	1235a-135a	-----S-	1:00	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
NUMB3RS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$1,000.00		0.00						
E 16	WUSA	10/27/12	10/27/12	9 News Now Repeat 9 News Now REPEAT	CM	M-Sa 137-207x	-----S-	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
9NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$250.00		0.00						
E 17	WUSA	10/27/12	10/27/12		CM	8-10AM	-----S-	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8-10a Sa CBS This Morning															
CBS This Morning: Saturday															
SAT EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S-	1		\$700.00		0.00						
E 18	WUSA	10/28/12	10/28/12	105-205a Entertainment	CM	105-205a	-----S	1:00	1	\$400.00	P-2	0.00	NM	1	\$400.00
Entertainment Tonight															
ET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S	1		\$400.00		0.00						
E 19	WUSA	10/28/12	10/28/12	1135p-1205a Game On	CM	1135p-1205a/1205-	-----S	1:00	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
Game On Sun Night															
SPORTS PLUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S	1		\$1,700.00		0.00						
E 20	WUSA	10/28/12	10/28/12	LF 1205-105a	CM	1205-105a	-----S	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
LF 1205-105a															
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S	1		\$1,200.00		0.00						
E 21	WUSA	10/25/12	10/25/12	Letterman	CM	1135P-1237A	---T---	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
Late Night with David Letterman															
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$3,000.00		0.00						
E 22	WUSA	10/25/12	10/25/12	Price Is Right	CM	11a-12p	---T---	1:00	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
The Price is Right															
PRICE RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$5,000.00		0.00						
E 23	WUSA	10/25/12	10/25/12	9 News @ Noon	CM	12-1230P	---T---	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
9 News @ Noon															
9NEWS NOW@12PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$4,000.00		0.00						
E 24	WUSA	10/25/12	10/25/12	9 News Now Repeat	CM	M-Sa 137-207x	---T---	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
9 News Now REPEAT															
9NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$250.00		0.00						
E 25	WUSA	10/25/12	10/25/12	6-7a 9 News @ 6a	CM	6-7a	---T---	1:00	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
9News @ 6a															
9NEWS NOW@6AM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$1,700.00		0.00						
E 26	WUSA	10/25/12	10/25/12	9-10a	CM	9-10a	---T---	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
Inside Edition/Insider															
INSIDE EDITION/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$800.00		0.00						
E 27	WUSA	10/23/12	10/23/12	9 News @ Noon	CM	12-1230P	-T-----	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
9 News @ Noon															
9NEWS NOW@12PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-T-----	1		\$4,000.00		0.00						
E 28	WUSA	10/23/12	10/23/12	9 News Now Repeat	CM	M-Sa 137-207x	-T-----	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
9 News Now REPEAT															
9NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-T-----	1		\$250.00		0.00						
E 29	WUSA	10/23/12	10/23/12		CM	4-5p	-T-----	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				4-5p Dr. Phil												
				DR. PHIL<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-T-----					1	\$2,400.00		0.00				
E 30	WUSA	10/23/12	10/23/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	-T-----	1:00	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00	
				9NEWS NOW@6AM<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-T-----					1	\$1,700.00		0.00				
E 31	WUSA	10/23/12	10/23/12	9-10a Inside Edition/Insider	CM	9-10a	-T-----	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00	
				INSIDE EDITION/INSIDER												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-T-----					1	\$800.00		0.00				
E 32	WUSA	10/24/12	10/24/12	Late Late Show Late Late Show	CM	1237-137AM	--W----	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00	
				FERGUSON												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	--W----					1	\$900.00		0.00				
E 33	WUSA	10/24/12	10/24/12	430-5a 9 News Now 9News Now @ 430a	CM	M-F 430-5a	--W----	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00	
				9NEWS NOW												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	--W----					1	\$600.00		0.00				
E 34	WUSA	10/24/12	10/24/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	--W----	1:00	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00	
				9NEWS NOW@5AM<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	--W----					1	\$1,600.00		0.00				
E 35	WUSA	10/24/12	10/24/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--W----	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00	
				9NEWS NOW@5PM<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	--W----					1	\$2,000.00		0.00				
E 36	WUSA	10/24/12	10/24/12	CBS This Morning CBS This Morning	CM	7-9a	--W----	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00	
				CBS EARLY SHOW												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	--W----					1	\$800.00		0.00				
E 37	WUSA	10/24/12	10/24/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	--W----	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00	
				ENT TONIGHT 30<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	--W----					1	\$6,000.00		0.00				
													Totals	37	\$66,000.00	